

**Digitalisation and Artificial Intelligence-Focused  
Marketing Training**

**PURPOSE**

The world is beginning to transition to WEB 5.0, blockchain, crypto assets, a brand new financial system, social credit-based governance, universal basic income applications, and quantum computing. Just as we arrived at our current state through the discovery of the steam engine, electricity, the transistor, the computer, and the internet, today we are moving towards a completely different banking system and participatory banking model with artificial intelligence technology. The fact that artificial intelligence, capable of performing almost everything that employees in the banking and financial system do, will have fully entered our lives by the 2030s will be the main driving force behind change. The main objective of the training is to create the necessary intellectual platform for Participation Banks to develop strong strategies by anticipating market changes and controlling risks. In line with this main objective, another secondary objective of the training is to explain the important role that artificial intelligence, robotic technologies and automation play in guiding the sector so that Participation Banking can secure its future. In this process, the aim is to convey to participants the latest conceptual and practical approaches in many new areas, such as digitalised money management and payment systems, financial technology companies and decentralised finance transactions, micro-investment and crypto applications, by following new trends in Participation Banking.

**WHO CAN PARTICIPATE?**

Marketing, marketing communications, sales and brand professionals working in Participation Banks can participate.

**CONTENT**

Digital Transformation Economy

Digitalisation and Artificial Intelligence-Focused Participation Banking

Developing a Frictionless Marketplace and Neutralising Competition

Technopolis Companies and Their Characteristics

New Digital Transformation Offices

Advantages of Chatbot Systems

Technology Management

Where AI Agents Are Used Artificial Intelligence-Focused Marketing

Artificial Intelligence Indexed Content

Marketing Behavioural Targeting with Artificial Intelligence AI-Based Content

Production

Artificial Intelligence and Virtual Influencer

Marketing Digital Curation

New Media

Artificial Intelligence and Business Intelligence Platforms

**Training Date**

Thursday, 12 March 2026  
Friday, 13 March 2026

Virtual Classroom Application

Microsoft Teams

Virtual Classroom

Start-End Time

10:00 - 16:00

## INSTRUCTOR



Prof. Dr. Serdar PİRTİNİ

## CURRICULUM VITAE

**Prof. Dr. Serdar PİRTİNİ / Marmara University Faculty of Business Administration Department of Business Administration Faculty Member**

Serdar Pirtini, a faculty member at Marmara University Faculty of Business Administration, Department of Business Administration, completed his bachelor's degree at Anadolu University Faculty of Communication Sciences, Department of Communication Arts in 1991 and his master's degree at Marmara University Institute of Social Sciences, Department of Business Administration in 1993.

Serdar Pirtini joined the Department of Business Administration at Marmara University Faculty of Economics and Administrative Sciences as a Research Assistant in 1992 and completed his doctorate in the Production Management and Marketing Department in 1998. Serdar Pirtini became an Associate Professor in 2005 and a Professor in 2011.

Serdar Pirtini teaches Marketing and Global Marketing courses at undergraduate, postgraduate and doctoral levels in the Departments of Business Administration, Economics and Econometrics. He has taught marketing courses at Galatasaray University, Istanbul Commerce University, and Bahçeşehir University, and has delivered training programmes at the Turquality Programme and Executive Development Programme run by Sabancı and Koç Universities, as well as at the Bahçeşehir University School of Government and Leadership.

Serdar Pirtini, who teaches in the Sabancı University Master's Programme in Brand Practice, also participates in training projects conducted specifically for companies and industry representatives within the scope of the Marmara University Continuing Education Centre.

Prof. Dr. Serdar Pirtini, who served on the Faculty Council and Management Board of Marmara University's Faculty of Economics and Administrative Sciences between 2005 and 2011, has authored books on marketing, national and international papers, and articles published in various peer-reviewed journals, edited books, and newspapers.